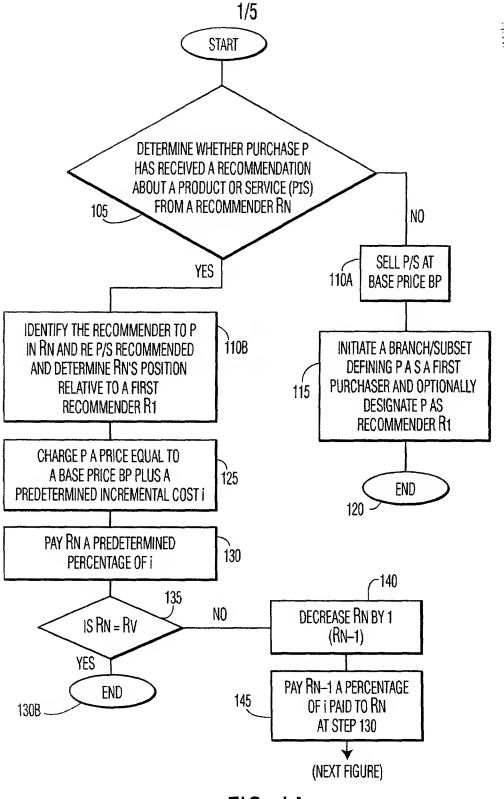

FIG. 1A

US 6,044,362

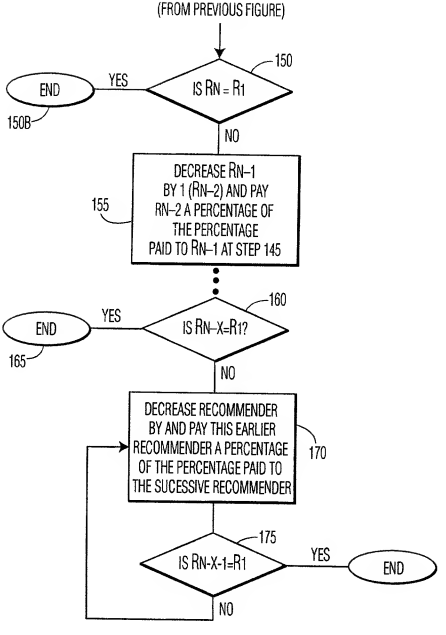

FIG. 1B

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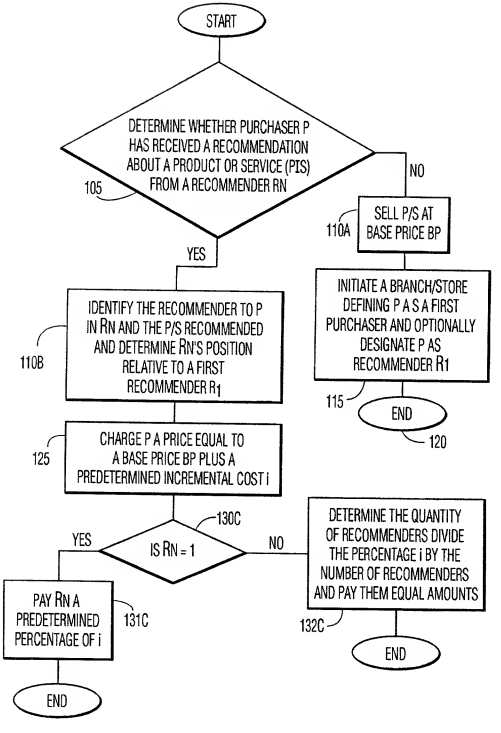
START
DETERMINE WHETHER PURCHASER P HAS RECEIVED A RECOMMENDATION ABOUT A PRODUCT OR SERVICE (P/S) FROM A RECOMMENDER RN
105
NO
YES
SELL P/S AT BASE PRICE BP
110A
INITIATE A BRANCH/STORE DEFINING P AS A FIRST PURCHASER AND OPTIONALLY DESIGNATE P AS RECOMMENDER R1
115
END
120
IDENTIFY THE RECOMMENDER TO P IN RN AND THE P/S RECOMMENDED AND DETERMINE RN'S POSITION RELATIVE TO A FIRST RECOMMENDER R1
110B
CHARGE P A PRICE EQUAL TO A BASE PRICE BP PLUS A PREDETERMINED INCREMENTAL COST i
125
130C
IS RN = 1
YES
NO
PAY RN A PREDETERMINED PERCENTAGE OF i
131C
END
DETERMINE THE QUANTITY OF RECOMMENDERS DIVIDE THE PERCENTAGE i BY THE NUMBER OF RECOMMENDERS AND PAY THEM EQUAL AMOUNTS
132C
END

FIG. 1C

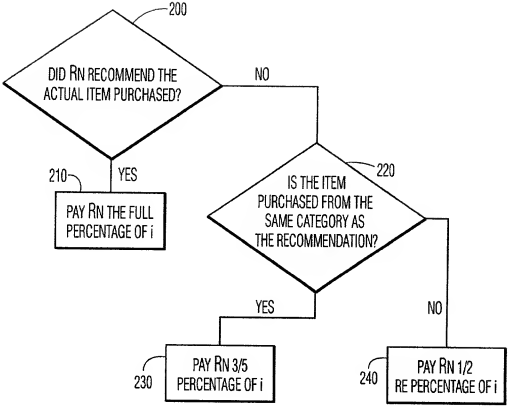

FIG. 2

1005447301 041702

RECOMMENDATIONS CAN BE MADE:

1. BY EMAIL WITH WEBSITE ADDRESS
2. BY POSTING ON THE WEBSITE

PURCHASERS MAY BROWSE THE WEBSITE:

1. BY CATEGORY
2. BY PRICE
3. BY RANKING OF A RECOMMENDATION OR A SCALE
4. BY THE NUMBER OF RECOMMENDATIONS
5. BY ARTIST, TITLE, MOVIE, LABEL, ETC.

FIG.3

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